

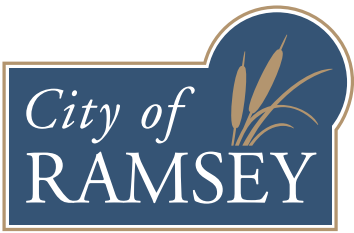
Welcome to Ramsey: The Gateway to Greater Minnesota



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Welcome to Ramsey

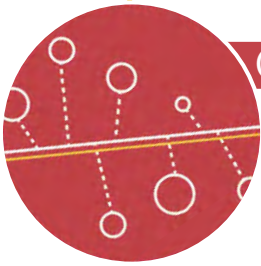
THE GATEWAY TO GREATER MINNESOTA

The Hwy 10 corridor should not only bring people into Ramsey but reflect its character. Currently the identity of Hwy. 10 stands at odds with the community it serves. The City of Ramsey has a unique opportunity to develop a thriving and inviting corridor that welcomes residents and visitors. By branding the **IMAGE** of the community, growing a vibrant **BUSINESS** corridor and creating **CONNECTIONS** to the rest of Ramsey, Hwy 10 can truly get people "into" Ramsey!

THE ARRIVAL ON HWY10



IMAGE
posters 4 + 5



CONNECTIONS
posters 6 + 7



BUSINESS
posters 8 + 9

Description

The physical appearance of the Hwy 10 corridor stands at odds with the rest of Ramsey. As Ramsey's 'first impression,' the Hwy 10 corridor should represent Ramsey and welcome in residents and visitors. By creating a more aesthetically cohesive and branded corridor, Ramsey residents can be proud of their front yard!

As the main entrance into Ramsey Hwy 10 should connect residents and visitors to all of the great assets that Ramsey has to offer. By pulling cars off the Highway to visit a local business, have a picnic in the park or look at a home for sale, Hwy 10 has the opportunity to direct and advertise all Ramsey has to offer!

As the original business strip in Ramsey, Hwy 10 has a rich history. As the rest of Ramsey has grown the Hwy 10 corridor has seen heavy business turnover with an increasingly disjointed business environment and aesthetic. The City of Ramsey has an unique opportunity to bring people and business back to the Hwy 10 corridor.

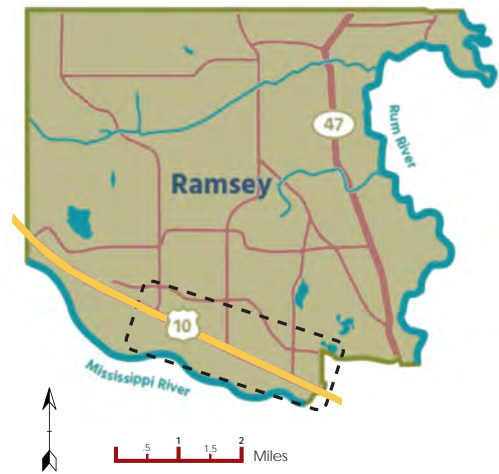
Goals

- (1) Create a cohesive & inviting aesthetic
- (2) Build a visible Hwy 10 brand
- (3) Put Ramsey on the map!
- (4) Attract visitors and potential residents

- (1) Create a recognizable business corridor
- (2) Build a connected business culture
- (3) Promote and grow non-traditional business
- (4) Attract visitors and residents to the corridor

- (1) Connect Ramsey assets to Hwy 10
- (2) Better bicycle and ped access
- (3) Increase unplanned exits
- (4) Attract visitors and residents to Hwy 10

A LOOK AT HWY 10



* The map above provides a reference for the locations of the case studies and images shown throughout the boards

LIVING TO ITS POTENTIAL

As the main access into Ramsey, the Hwy 10 corridor is essential to the long term image, vitality and resilience of the City of Ramsey. Despite this importance, Hwy 10 is not living up to its potential. Squeezed between Ramsey rural past and its growing future, Hwy 10 struggles in both its image and functionality. Traveling along Hwy 10 it is easy to see that something isn't quite right but understanding the root problems along the corridor takes further investigation.

INTRODUCTION



THE HIGHWAY 10 CORRIDOR

CHRIS DESROCHES, LIZ ENGELS, JONATHAN REISSETTER
Prof. H. Fernando Burga



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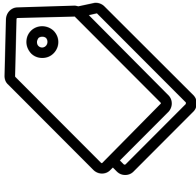
THE GATEWAY TO GREATER MINNESOTA

PROBLEMS 2

The problems along Hwy 10 are both apparent and hidden. Pinched by the Mississippi River to the south and the NorthStar Rail line to the north, the Hwy 10 Corridor is stuck in-between the rural history of Ramsey's past and the development of its future. Although it serves as the main artery to Ramsey, the identity of Hwy. 10 is in conflict between being an integral part of Ramsey and being merely a passageway through it. **As the City of Ramsey's 'first impression,' the Hwy. 10 corridor establishes the city's image** for those traveling along it, and the image currently being conveyed is that Ramsey is little more than a town to pass through.

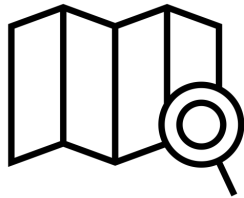
BUSINESS ALONG THE HWY 10 CORRIDOR

Business turnover along Hwy 10 is both a cause and symptom of the current conditions along the Highway. If businesses are **unable to establish themselves and invest** in their businesses and property, the image of the Highway as a **business corridor will not improve**. The map below shows the extent of the **business turnover along the Hwy** in the last five years.



WHERE IS RAMSEY?

As the **gateway to Ramsey**, the Hwy 10 corridor plays an essential role in **establishing the identity of the city**. The current layout of **Hwy 10 acts as a visual barrier** to newer developments like the COR and NorthStar Rail Station. **Excessive business signage**, combined with over 70 entry points onto the highway, obscures official way-finding signage and creates a visually busy and confusing environment. **Even the main entry sign into Ramsey is difficult to spot** and partially obscured by brush, and other signage.



Can you find the COR?



It may be **hard to spot** but the new **COR development** is located just behind Hwy 10. **Business inventory**, like trailers or cars, located on properties along HWY **obscure views** to the rest of Ramsey.

Can you count the signs?



It might be hard to believe but there are **14 different signs** in this picture. The Hwy 10 corridor is littered with signs advertising businesses. It is **not uncommon to find a business with 10+ signs** on their property.

Are you in Ramsey?



It shouldn't take a map to tell you but **knowing you've crossed into Ramsey is not as easy** as you would think. Even if you do catch the sign, **vacant buildings and empty lots** are your first impression.

How do you get across?



Ramsey Blvd. is the main access to the Mississippi River and the Mississippi River Trail. While there is a basic crossing at the intersection, the crossing is not well marked and feels unsafe.

IN SEARCH OF OPPORTUNITIES

As big as Hwy 10's problems may seem, **the opportunity for improvements is much greater**. Many of the foundational layout and traffic problems will be solved in the long term with overpasses and freeway improvements. The more immediate concerns around image, connections and business are solvable problems that we will explore in upcoming posters. Understanding the opportunities and potential along Hwy. 10 is essential to creating a plan to improve the corridor. In the next poster we will examine the opportunities along Hwy 10 in more detail.

Welcome to Ramsey

THE GATEWAY TO GREATER MINNESOTA

OPPORTUNITIES 3

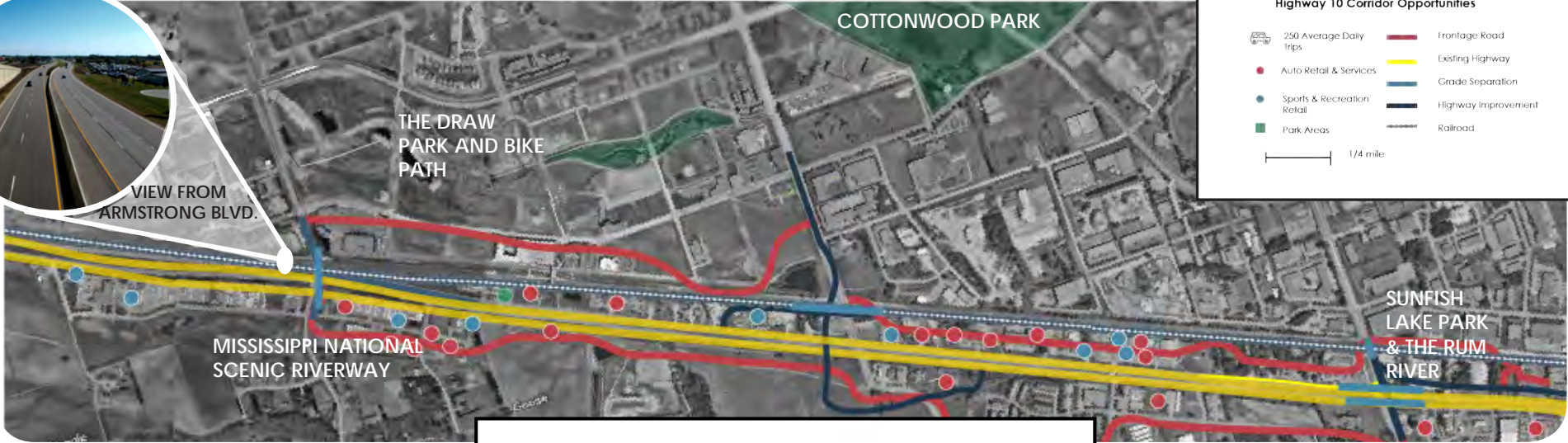
The Opportunities Along the Highway 10 Corridor are numerous. Between shopping and parks and recreation the city has much to offer. Everyday thousands of drivers pass through the city, which enables an opportunity to entice new customers, visitors and residents. According to estimates from the Metropolitan Council, the City of Ramsey can anticipate a **15k growth in population by 2030**. Between new people and new construction, Ramsey has many opportunities.

TRAFFIC PATTERNS, LAND USE AND FUTURE IMPROVEMENTS

This map shows assets along the Highway 10 Corridor in Ramsey. The first project on Armstrong Boulevard (photo below) was completed in 2014. Lines indicate future infrastructure Improvements.

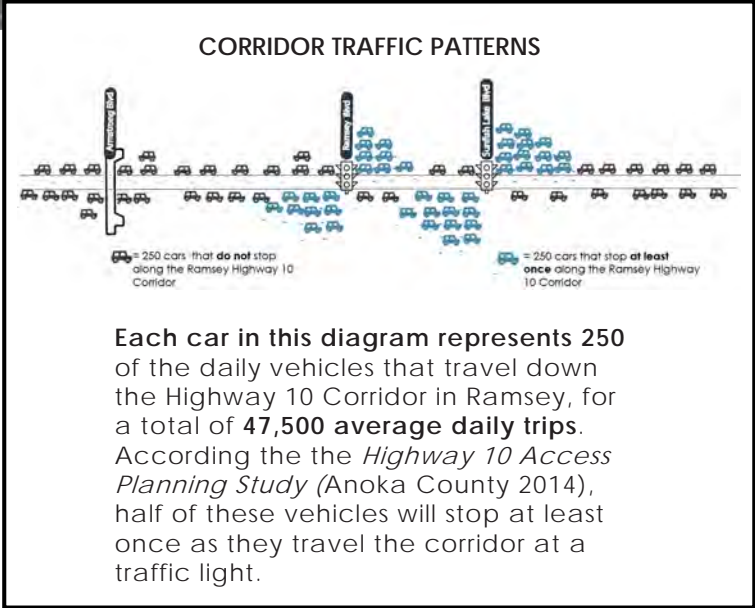


VIEW FROM ARMSTRONG BLVD.



Infrastructure Changes

The Minnesota Department of Transit and the County of Anoka have **improvement plans that will increase safety, lessen traffic and provide better access** to Ramsey’s amenities. These include a frontage road that will modernize the city’s corridor, illuminating unsafe highway access points, and providing better access to corridor business. Above and below grade improvements will sooth traffic by illuminating stop lights and improving safety by separating the railline from the road.



Time to Engage

Every car presents an opportunity for a potential visitor. The average time spent on the Highway is up to **10 minutes**. Cars slowing down have the opportunity to see more advertising and the option to turn off for shopping or recreation.

According to the *Highway 10 Access Planning Study*(Anoka County 2014), nearly **50,000** average daily trips and nearly 10 minutes of time means that Ramsey has at least **half a million minutes each day to catch the eyes of travelers**.

To take advantage of these wandering eyes, Ramsey needs to present itself to commuters.

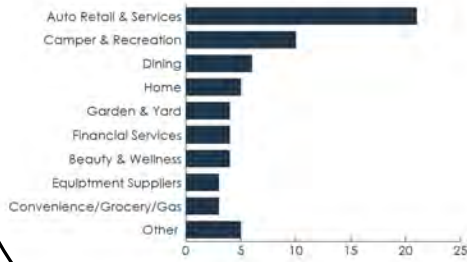
COMMUNITY ASSETS BUILD IDENTITY

Ramsey has many community assets. Ramsey’s destination retail presents a marketing opportunity that can help brand Ramsey as the Gateway to Greater Minnesota. Ramsey is **ideally located** for those who leave the metro area on Highway 10 on their way to one of the **thousands of lakes to the west and north**. In total **there are over two dozen outdoor recreation and auto related businesses in the five miles of Highway 10 in Ramsey**.

Within two miles of Highway 10, Alpine Park, Cottonwood Park and Emerald Pond Park can be found. Also within two miles of Highway 10 in Ramsey is the Mississippi River, the Rum River and Sunfish Lake.

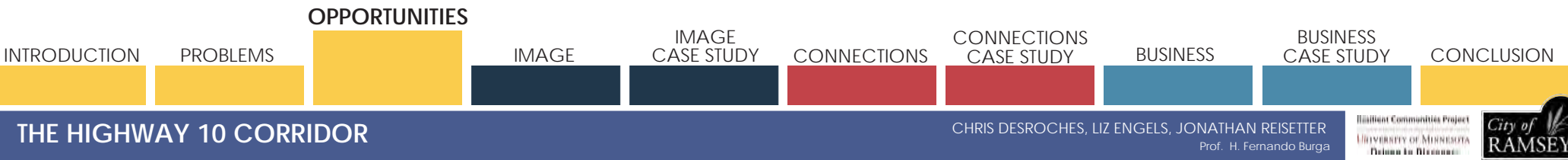


HIGHWAY 10 BUSINESSES



USEFUL OPPORTUNITIES TO IMPROVE IMAGE

The Highway 10 Corridor in Ramsey has many attributes which present opportunities. From the many different amenities that the city holds to the agglomeration of businesses, the Ramsey Highway 10 Corridor embodies greater Minnesota. **Nearly 50,000 average daily trips spend over half a million minutes in the corridor each day**. These travelers present an opportunity to showcase the city. In the next poster you will see these principles used in a case study of Sunfish Blvd.



Welcome to Ramsey

THE GATEWAY TO GREATER MINNESOTA

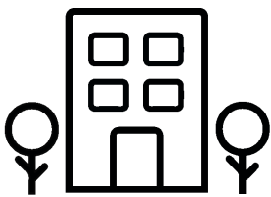
IMAGE 4



“Are we there yet?” You might find yourself asking this even after you’ve arrived in Ramsey. While the city possesses unique characteristics, it lacks recognition from the highway. This problem is not unique to Ramsey. Cities across the country provide insight on **how to create place and identity, and make improvements to the overall image of the city.** From explicit signage to subtle aesthetic changes, The City of Ramsey can use some of these concepts to celebrate who its residents are and what the city has to offer.

BEST PRACTICES IN PLACEMAKING

According to *Project for Public Spaces*, **placemaking is a collaborative process** which helps a community reimagine space while paying close attention to the cultural and social characteristics of the community. Addressing the lack of visual cohesion without detracting from Ramsey’s rural charm will require design elements that signify place and show off the city’s characteristics. Below are four “imageability” attributes that help create an impactful identity. **(for placemaking strategies see: “InCORporating Ramsey” posters.)**



Repetition and Uniformity

Repetition is soothing to the eye and signifies place. This can be accomplished through land use regulations or additions to the built environment. The repetition of the lights and signs above **improve driver visibility and communicate a theme** along the roadway.



Businesses that Open to the Road

The outward presentation of businesses to the transitway signals who is supposed to enter. Businesses have the opportunity to show off their best to the thousands of commuters daily, while sharing in the responsibility of advertising a welcome front to the city.



Barriers that Invite

A wall might be necessary for security or safety, but it can also be visually interesting. **Walls that surround a business can be used as a point of interest.** The Wynwood (Miami, FL) neighborhood took warehouse walls and buildings and made them into a national tourist attraction.



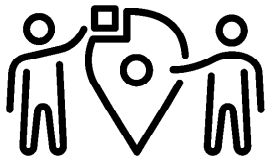
No Waste in Nature

Right of way and highway easements present an opportunity for beautification. Here roadside cacti are illuminated. The spaces of easements, which are essential for pollution mitigation and safety, are a blank canvas for placemaking.

Photo credits left to right: 1. <https://www.streetscapebanners.com/> 2. <https://www.columbuspowercleaning.com/> 3. <http://goop.com/activities/florida/miami/wynwood/wynwood-walls/> 4. <http://www.fotaz.org/>

STRATEGIES FOR IMAGE IMPROVEMENT

Implementing image improvement projects starts with community participation. Whether planned by city staff or assembled between businesses and residents, often the most impactful ideas are the simplest.



Imageability: the ease with which a word gives rise to a sensory mental image (Paivio, Yuille & Madigan 1968)

While resolving imageability problems may seem simple, aesthetic improvements are onerous to execute. **Tactical Urbanism** is an approach that deals with this dilemma through eye-catching, low-cost projects. This method shows that **short-term, easy-to-implement projects can have just as powerful of an impact on the culture of a city as longer term, costly improvements.*** These tactics inspire action. They can span across a city temporarily or provide a permanent example that could be implemented widely. Ramsey can work with businesses to deploy aesthetic improvements that catch the eye and inspire change, as shown in the images on the right. (Source: Tactical Urbanism, Lyndon & Garcia).

OUTCOMES AND IMPLICATIONS FOR RAMSEY



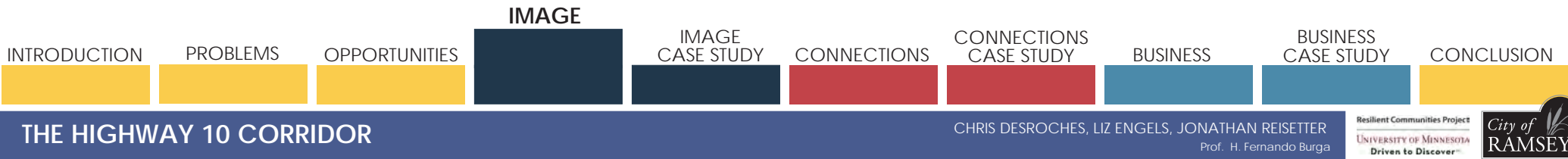
Source: <https://www.curbly.com/10347-6-decorated-chain-link-fences>



Source: <http://www.finegardening.com/chain-link-fence-transformed>

Businesses in St. Paul, Minnesota joined a collaborative effort to improve the St. Paul Green Line store fronts during Green Line construction. Pictured above you can imagine how a temporary installation (left) could inspire plantings (right).

By implementing the design principles listed above, and drawing from its rural identity, Ramsey can build its brand and improve its image. Short-term, low-cost projects present less risk, and can be important first steps in place-making. In the following poster, these ideas will come to life to show how Ramsey can build the Gateway to Greater Minnesota.



Welcome to Ramsey

THE GATEWAY TO GREATER MINNESOTA

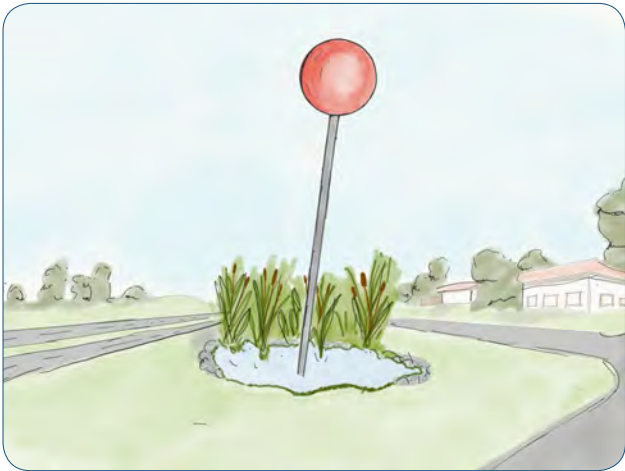
IMAGE
CASE STUDY 5



The identity of Ramsey lies in its natural features, people and businesses. With its unique rural character and geographic placement, it is the Gateway to Greater Minnesota, whether you're going to Minneapolis and St. Paul or to lake country and the great north woods. Branding opportunities in Ramsey get lost amongst the clutter of the Highway 10 Corridor. Below you will find examples of small aesthetic changes that could have a big impact.

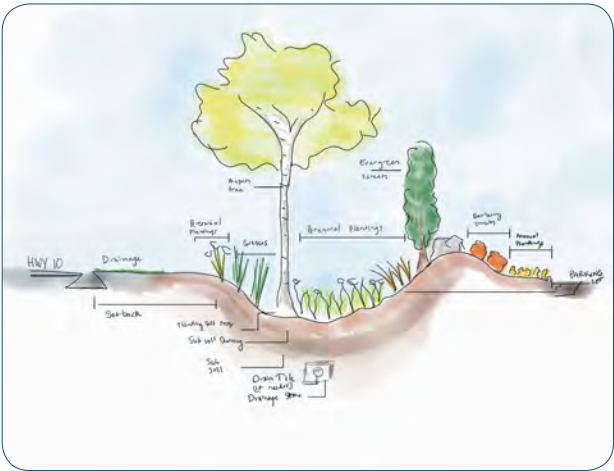
BRANDING OPPORTUNITIES TO IMPROVE THE HIGHWAY 10 CORRIDOR

Along Highway 10 there are many short-term, low-cost improvements that could beautify the streetscape and invite business.



1. Landmarks

Large sculptures are landmarks in their own right. Minnesota towns like Mora, Bemidji, and Blue Earth all have remarkable statues. A monument to represent Ramsey could be built in the short-term. Ramsey could fund public art through the Minnesota Art Board. Residents could vote on ideas for symbols and solicit proposals from artists across the city, state or world. Pictured above is a pin to put the City of Ramsey on the map.



2. Curb Appeal

Plantings improve the appearance of the road and provide a barrier for harmful contaminants from run-off. MN DOT has a number of options and a website program that shows which plants will fit best based on soil conditions. Evergreens could be used to build the Gateway to Greater Minnesota.

Typical safety lighting (right) could be improved with banners and shaped to match Ramsey's brand.



3. Welcome Signs

Cities have the opportunity to give a warm welcome and showcase their identity. This welcome sign (left) highlights the rivers that line the city. This could be displayed at the East or West border. Organizations highlighted in the current sign will maintain their space.

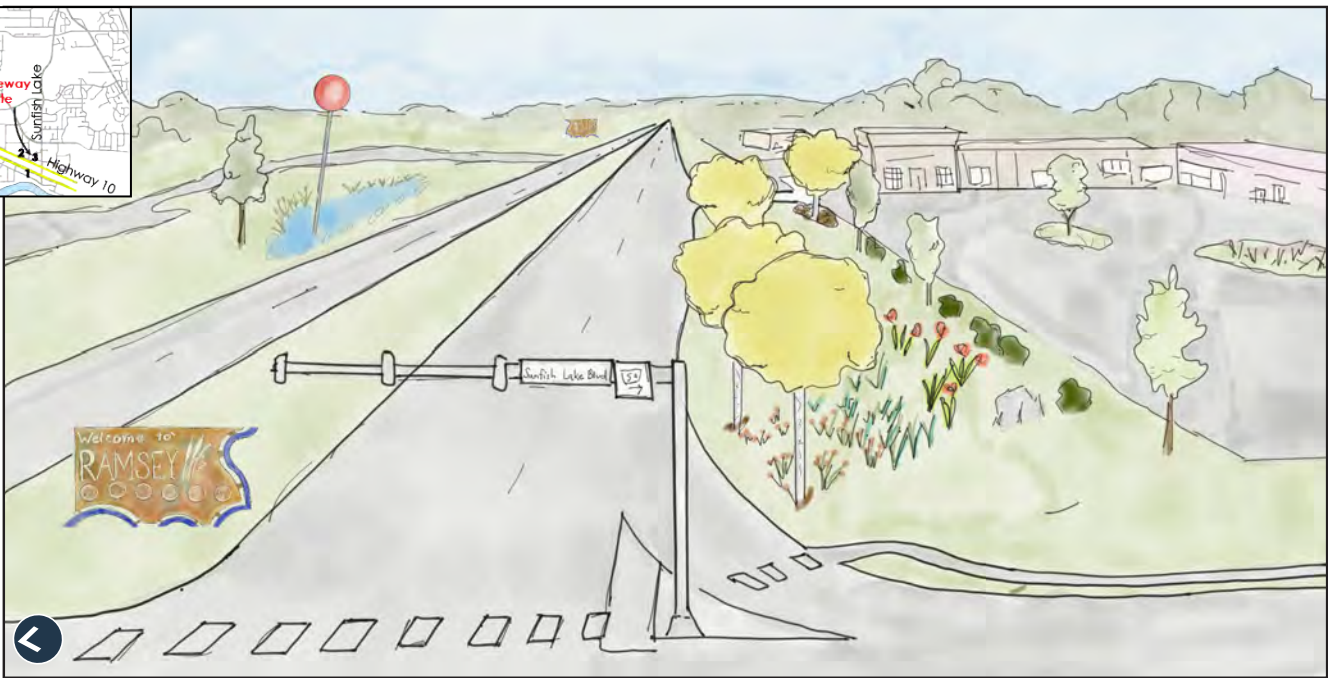
The aesthetic of the welcome sign is repeated in wayfinding signs on in the Connections Case Study Board on Branding



PUTTING IT ALL TOGETHER

Combining the features shown above could create a new Gateway to Greater Minnesota.

To the right is a demonstration of what these proposals could look like if they were all put together. You can see a Gateway to Greater Minnesota beginning to emerge. Due to property owned by the City of Ramsey, the Sunfish Lake Blvd intersection with Highway 10 makes an ideal site to begin creating a visual corridor for the Highway.

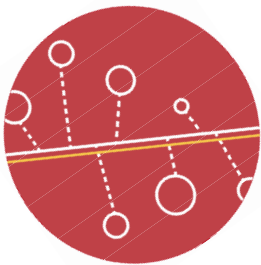


UNLOCKING THE GATEWAY

There is a lot that the City of Ramsey can do to help improve the image of Highway 10 and build a Gateway to Greater Minnesota. Improvements can be low-cost and low key. The City of Ramsey can also view this as an opportunity to partner with artists and the State of Minnesota, using community resources and building a brand at the same time. Up next you will see how Highway 10 can be a platform for connections across the City of Ramsey.

Welcome to Ramsey

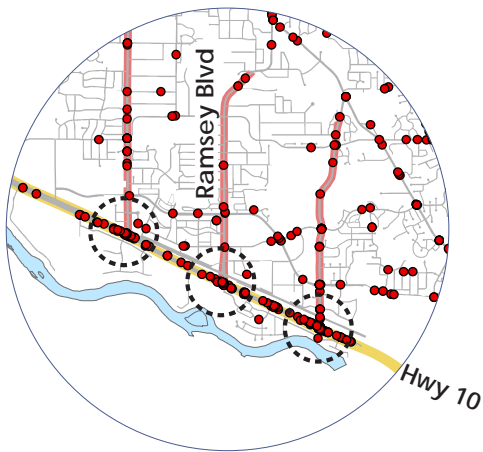
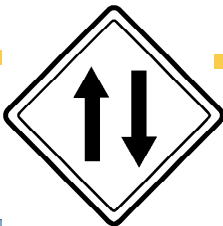
THE GATEWAY TO GREATER MINNESOTA



Safely getting where you need to be along a busy highway shouldn't be a challenge. With the eventual streamlining of traffic to minimize conflict through the Highway 10 corridor (including the elimination of stoplights and addition of frontage roads), Ramsey faces the task of **making sure businesses remain accessible while residents and visitors move through the city without restraint, confusion or danger.** While long-term plans remain uncertain, focusing on basic mobility needs can guide the process.

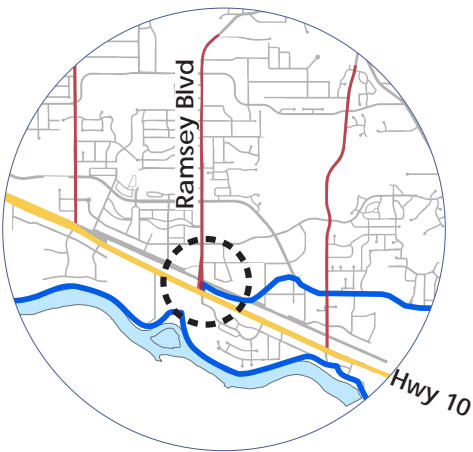
CROSSING THE HIGHWAY

A well-known priority for Ramsey is **addressing the lack of safe highway crossings.** Cars, bikes and pedestrians all cross the railroads tracks and highway together, multiplying the risk. When getting from point A to point B becomes safer, it becomes easier to travel, and more people feel encouraged to make trips.



Plotting Accidents

Data points showing the location of all vehicle accidents from 2012 - 2014. A concentration of activity can be seen at each of the three main highway intersections in Ramsey.



Connecting the Trail

The regional trail in Ramsey currently crosses Highway 10 at Ramsey Blvd. A safe connection could increase recreational participation and access from the city to the river, and provide justification for trail expansions.



Grade-separations

A pedestrian bridge is in the plans for Highway 10 already. **Bridges are typically the cheapest** and most effective way to get pedestrians safely to the other side, but aren't the only option.

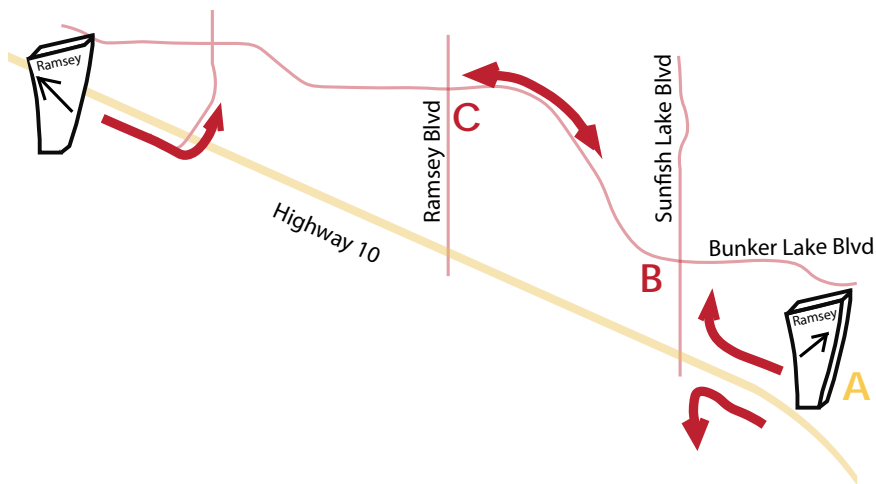
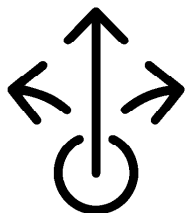


Why Tunnels?

Pedestrian tunnels are easier to build than bridges if road construction is happening **simultaneously.** They incorporate ADA-compliant ramps more neatly and affordably than bridges.

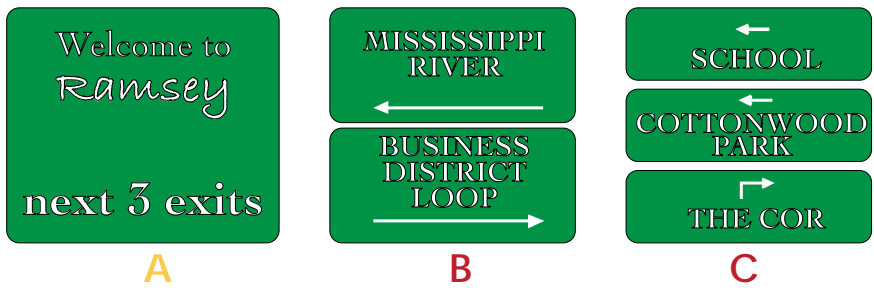
BETTER ACCESS TO THE REST OF RAMSEY

Improving access to the rest of Ramsey will require proactive design solutions. As the Highway 10 Access Plan is likely to increase speeds through the corridor, developing an interior "Main Street" and creating wayfinding to get there will give cars a chance and a place to slow down and look for places to stop and spend money.



Large pylon signage on both ends of the city will help **draw people into the city** early, giving them more time to find more attractions at slower speeds and giving an interior business route a better chance to develop.

Hierarchy of wayfinding signage



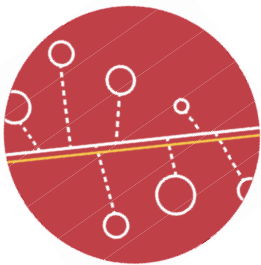
Sign hierarchy should start with **basic information first** and be prominently located. Secondary signage reassures people they are on the correct route, while the third level of signage specifically guides to destinations.

CONNECTIONS IN ACTION

By improving connections proven to facilitate easier and safer navigation no matter your mode of transport, Ramsey can give residents and visitors alike more enjoyable and welcoming experiences as uncertainties with the plan for Highway 10 unfold. The following poster explores potential ways to implement these design concepts.

Welcome to Ramsey

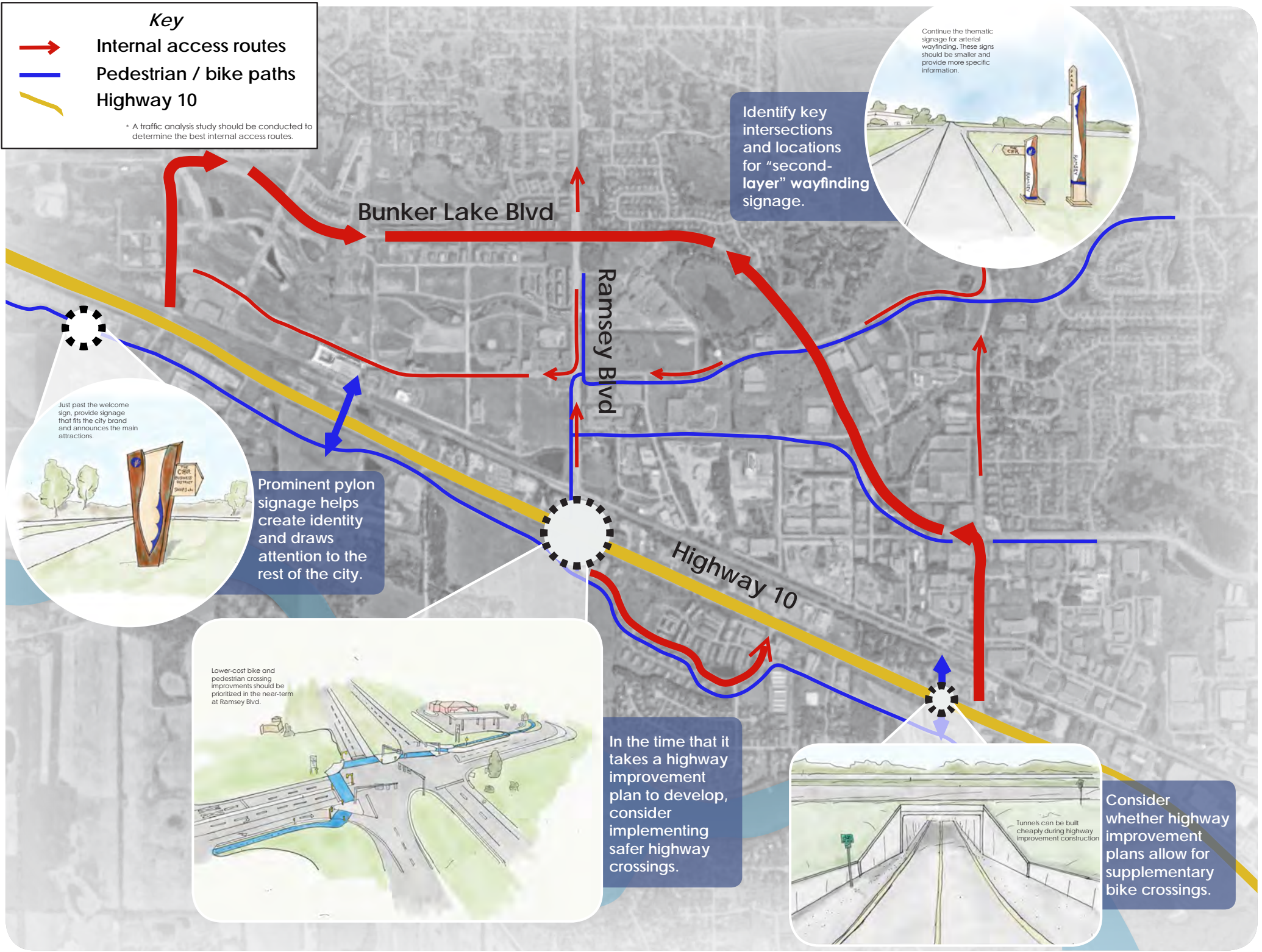
THE GATEWAY TO GREATER MINNESOTA



Good connections require two things: thoughtful placement of connecting features and effective wayfinding signage. While the placement of infrastructure (frontage roads, grade separations) will depend on the decisions of multiple stakeholders, this poster examines a possible layout for safer crossings and why they matter. We also detail a standard wayfinding signage template intended to improve safety and make it easier to find businesses and attractions. The end goal is a reduction in accidents as more and more people decide to move around Ramsey.

WAYFINDING SIGNAGE & CROSSING STUDIES

Creating layers of signage gives drivers time to differentiate useful information from distractions. While a reduction in highway speed can increase business traffic, clear signage will give drivers time to react and make safer decisions. In this poster, **we recommend keeping the main signs on the highway simple, using an eye catching design aesthetic.** Further signage off the highway can keep people on an internally marked route that guides them to the COR or any number of local attractions.



A BETTER REASON TO CROSS THE ROAD

Safe and attractive crossings go hand in hand with sufficient reasons to cross the highway. The regional bike path along the river could be expanded to travel further and better ensure that money spent on a bridge, tunnel or painted crossings goes to good use. Regardless of the outcome of the path, connections between people and the riverfront could be greatly improved. Up next we look at ways to improve business potential along the highway.

Welcome to Ramsey

THE GATEWAY TO GREATER MINNESOTA



People come to Ramsey to do business. With over 50 businesses visibly calling Highway 10 home, **the city is a storefront.** But there's more in Ramsey than meets the eye from the highway. Providing more reasons for more people to do business requires healthy cooperation. **From analyzing land uses to establishing business coalitions** that encourage Highway 10 private interests to solve problems, there are many areas for cooperation. Ramsey can review ordinances from other cities and work with businesses to support a better community experience.

FOOD TRUCKS AND FARMERS' MARKETS

Increasing visibility and modernizing policy could engage the 50K drivers who pass through the City of Ramsey daily. New food offerings established through food trucks, could provide potential vendors with a market to test their product and give residents and commuters new ways to enjoy the town.



Market Visibility

Ramsey already has a farmers market, but its popularity is declining. Better advertising could help, and strategic timing to take advantage of "Up North" traffic on weekends.



A Model Ordinance

To jumpstart development, allow food trucks to rent spaces during the warmer months in empty lots along Highway 10. Food trucks could also be used for promotional events to support retail.

Of the 400 registered businesses in Ramsey, only about a dozen are food establishments, and half of those are fast food restaurants. While the COR continues to develop and potential restaurant developers consider trying their hand, **food trucks are an excellent point of entry for owners.**

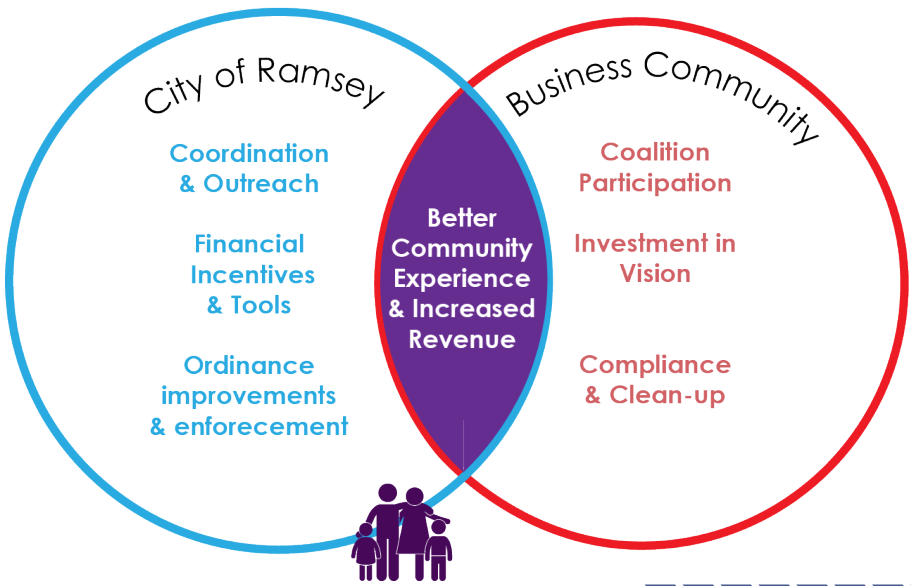
Food trucks have been shown in other cities to have kick-started brick and mortar restaurants. Modernizing ordinances that prohibit food trucks from operating on public land, and **designating space for mobile vendors** to operate would be a great first step.

| | |
|---|--|
| 188.500. - Unpackaged processed food. | 188.485. - Mobile food vehicle vendors. |
| 188.510. - Sidewalk cart food vendors. | a) <i>No person shall operate a mobile food vehicle in the city without a valid license required under this section. To the extent authorized in any such license granted under the provisions of this section licensee may conduct such licensed business curbside on the street or on private property notwithstanding the provisions of sections 188.10, 427.110, 478.90 (u, w, and y), 478.350, 478.370, 439.30, and 549.160 of this Code.</i> |
| 188.520. - Indoor food cart vendors. | (b) <i>Plan submission. Application for a mobile food vehicle license shall be made at the lic</i> |
| 188.530. - Kiosk food cart vendors. | |
| 188.540. - Regulations of outdoor areas | |

Cities such as Minneapolis (ordinance pictured above), St. Paul and many suburbs have successful food truck ordinances that Ramsey could emulate.

WORKING TOGETHER

Interest groups that understand each others' needs create more cohesive communities and find ways to drive overall economic development. While cooperation requires compromise, there are ways to help your neighbors get what they need that help you get more of what you need.



The City of Ramsey and local businesses could work together to build the Gateway to Greater Minnesota. Financial support could be provided in the form of grants to make aesthetic improvements. **Business Coalitions could build Gateway coordination and collaboration.**

The City of Ramsey could build a Highway 10 Business coalition that could coordinate sales, advertising and promotional events. Image is key to the success of business life along the corridor. High visibility with featured exhibits including multiple vendors draws in people with a variety of interests.

PARTNERSHIPS BUILD THE GATEWAY

As a gateway to the Minnesota Lake Country and a city on the urban fringe, Ramsey is ideally situated to experiment with a variety of engines geared toward increasing economic opportunity. This mindset will not only preserve the types of successes currently on display along the corridor, but will create new opportunities along the corridor as well as in the heart of the city.

Welcome to Ramsey

THE GATEWAY TO GREATER MINNESOTA



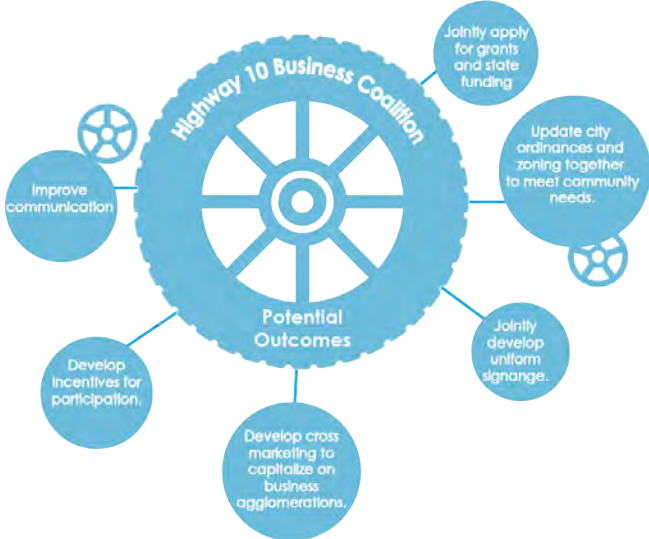
Ramsey’s Highway 10 Businesses can work in partnership with the City of Ramsey to improve image and welcome customers and commuters into the city. Below you will see several examples of projects that could be implemented through **public and private collaboration**, including coalition-building, existing program implementation and curbside improvements. These improvements are low cost and easy to implement. **Through city-facilitated connections** businesses can improve image and build the Gateway to Greater Minnesota.

INDIVIDUAL BUSINESS & CITY COLLABORATION

There are several opportunities for the city to interact with individual businesses to support their development. Many of these changes are simple and cost effective.

Signs can create a confusing and muddled view from the Road. Businesses could more effectively draw people in through a more **organized, street facing business orientation**. Enforcement of existing ordinances paired with financial support and coordination could increase image and safety.

Businesses could **partner with artists** and apply with the city for **for grants**. Projects like the Green Line Project in St. Paul, show how the city could coordinate relationships between local artists and businesses.



Through a Highway 10 Business Coalition the City could kick-start a partnership within the next year.

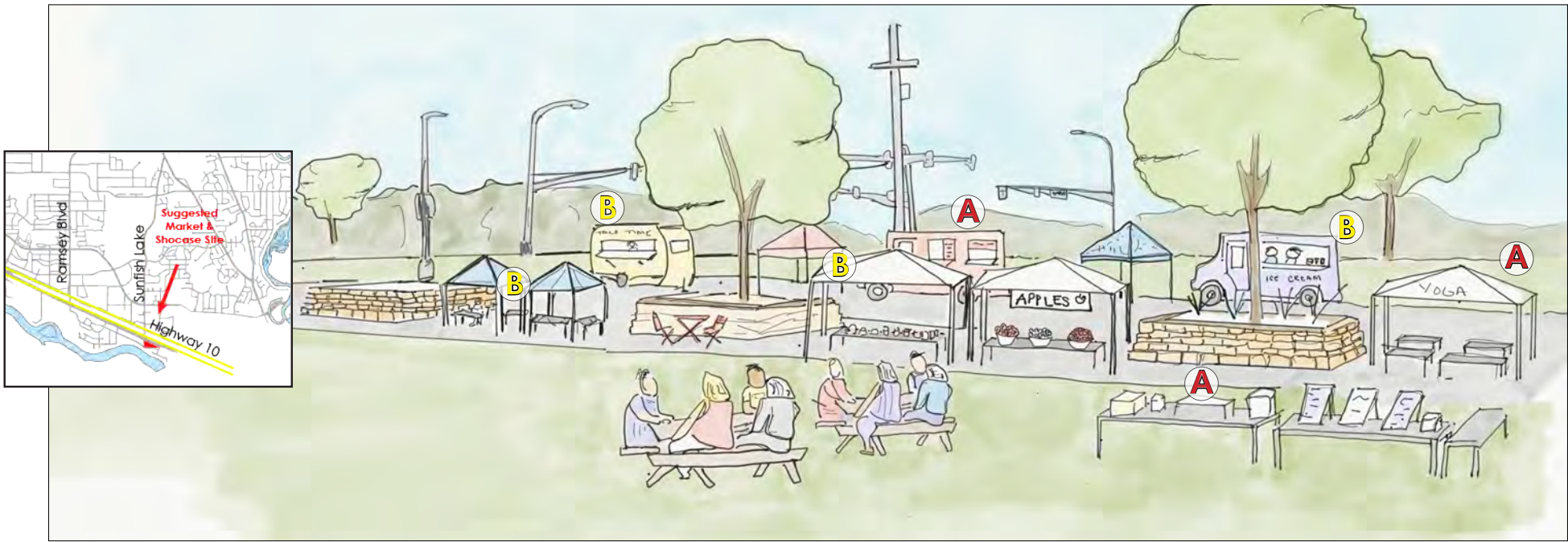
The Art of Business

While both of these might be successful businesses, reorganizing inventory and adding greenery supports a stronger corridor.



MARKET & MARKETING

Below is a picture of a potential Friday afternoon market. This market could combine food trucks, a farmers market and a Greater Minnesota showcase to create a destination for residents in Ramsey and helpful stop for commuters on their way up North. Pictured in the bottom right corner is also an ideal location that would provide easy access to this market.



A. The showcase showdown

With so many recreation and automobile businesses, a Highway 10 business collective could join together to create showcases that would display new inventory.

B. Tasting Greater Minnesota

Hungry residents and travelers crave more food options. Food trucks could kick-start brick & mortar. Additionally a farmers market could take advantage of up-north traffic.

TOTALING THE AGGLOMERATIVE EFFECT

There are many different ways public and private partnerships could improve image in the corridor and reinforce Ramsey’s identity. The agglomeration of businesses in the City of Ramsey along Highway 10 is an opportunity that could be even more of an attraction for the city. Ramsey should take advantage of the nearly 50,000 commuters and summer "up north" traffic that brings people and money through the corridor.

| BUSINESS CASE STUDY | | | | | | | | | |
|-------------------------|----------|---------------|-------|---|-------------|------------------------|----------|---|------------|
| INTRODUCTION | PROBLEMS | OPPORTUNITIES | IMAGE | IMAGE CASE STUDY | CONNECTIONS | CONNECTIONS CASE STUDY | BUSINESS | | CONCLUSION |
| | | | | | | | | | |
| THE HIGHWAY 10 CORRIDOR | | | | CHRIS DESROCHES, LIZ ENGELS, JONATHAN REISSETTER Prof. H. Fernando Burga | | | | Rustic Communities Project UNIVERSITY OF MINNESOTA Duluth & Hibbing | |
| | | | | | | | | City of RAMSEY | |

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CONCLUSION 10

Whether you're arriving, departing or passing through Ramsey, the Highway 10 corridor serves as both a physical connection and representation of identity. While the ultimate bottom line for the future of the corridor is about efficiency and safety, more **immediate actions make it feasible to improve business prospects and create a stronger city brand** both along the highway itself and further into Ramsey. Read on for a quick summary of the previous posters and a guide to how to get started.

DEPARTING HWY10

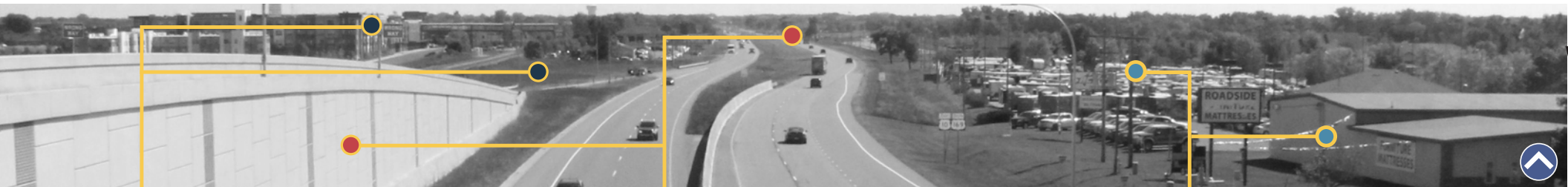
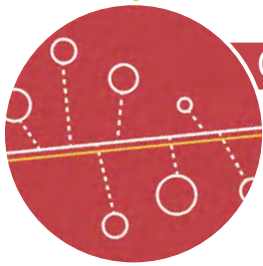


IMAGE
posters 4 + 5



CONNECTIONS
posters 6 + 7



BUSINESS
posters 8 + 9

Conclusions

Through simple but purposeful actions, the City of Ramsey can make Hwy 10's image not only reflect but enhance the image of Ramsey. By applying cohesive branding, functional design and an appealing aesthetic the HWY 10 Corridor will provide a welcoming gateway into the City of Ramsey.

By analyzing and addressing the connections along, around and through Hwy 10, the City of Ramsey will be able to better facilitate movement in the Hwy 10 corridor. Improved connections will result in easier access to COR businesses, logical wayfinding and better/safer access across the Hwy.

By encouraging and fostering collaboration between the city and the businesses along Hwy 10, the City of Ramsey can help stabilize and grow a long term business district along the corridor. By better capitalizing on the quantity of traffic traveling the corridor, Hwy 10 businesses and events can succeed in the long term.

Action

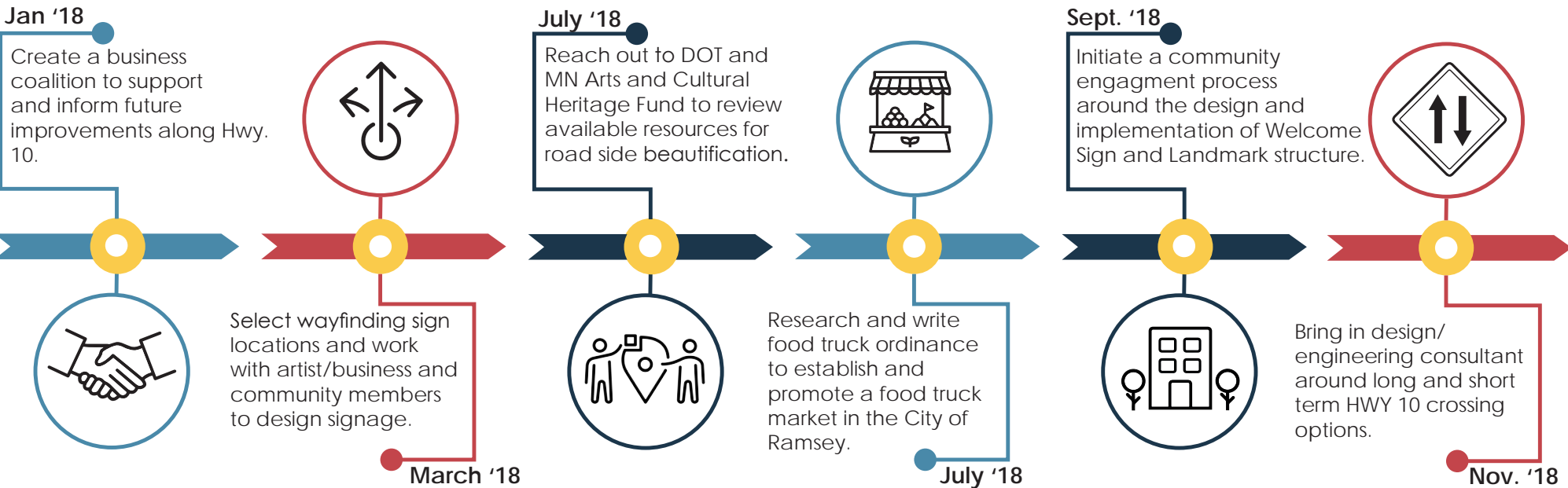
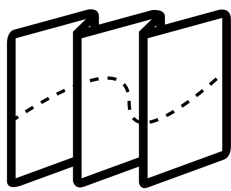
(1) Implement Cohesive signage/ branding
(2) Put Ramsey on the map through eye catching and iconic features
(3) Improve street side asthetic through build-ing, sign and landscapes improvements

(1) Provide a hierachy of wayfinding signage
(2) Faciliate and encourage movement off HWY 10 to Ramsey businesses and features
(3) Develop easier and safer Hwy crossings for pedestrians and bikers

(1) Create a Hwy 10 business coalition
(2) Encourage and faciliate improvements to Hwy 10 facing business aesthetics
(3) Facilitate events and showcases to en-courage drop in traffic.

THE ROAD MAP TO A BETTER HWY 10

By taking a thoughtful and incremental approach to the suggestions laid out in these posters, the City of Ramsey can strategical-ly improve the Hwy 10 Corridor. The timeline below shows how, over the next year, the City of Ramsey could start on its way to implement these suggestions and ideas.



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